GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

STARRED QUESTION NO:550
ANSWERED ON:12.04.2017
Monitoring Centre
Manjhi Shri Hari

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government has set up any monitoring centre to monitor the content of programmes being telecast on television in the country;

(b) if so, the details thereof along with the powers delegated to the said monitoring centre;

(c) the fund allocated for the said purpose; and

(d) the further steps taken by the Government in this regard?

Answer

MINISTER OF INFORMATION & BROADCASTING
(SHRI M. VENKAIAH NAIDU)

(a) to (d): A Statement is laid on the Table of the House.

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STATEMENT AS REFERRED TO IN REPLY TO PARTS (a) TO (d) OF LOK SABHA STARRED QUESTION NO. 550 FOR ANSWER ON 12.04.2017

(a) to (d): Yes Sir. The Government has established Electronic Media monitoring Centre (EMMC) to monitor the content in electronic media. The centre has been mandated to monitor private TV channels and report any violation of Cable Television Rules observed or reported to the Ministry.

During the 12th plan period an amount of Rs 64.20 crores had been incurred to develop infrastructure and enhance the monitoring capacity of the centre. As on date EMMC has acquired content monitoring facility for monitoring and recording of 900 TV channels. Based on the report from EMMC, action is taken by the Ministry.

All programmes and advertisements telecast on private satellite TV channels and transmitted/re-transmitted through the Cable TV network are regulated under the Cable Television Networks (Regulation) Act, 1995 and Cable Television Network Rules, 1994 framed thereunder. The Act does not provide for pre-censorship of any programme and advertisement telecast on such TV channels. However, it prescribes that all programmes and advertisements telecast on such TV channels should be in conformity with the prescribed Programme Code and Advertising Code enshrined in the said Act and the rules framed thereunder, which contain a whole range of parameters to regulate programmes and advertisements
An Inter-Ministerial Committee (IMC) has been set up in the Ministry to look into the specific complaints or suo-motu take cognizance of violation of Programme and Advertising Codes. The IMC has representatives from the Ministries of Home Affairs, Defence, External Affairs, Law, Women and Child Development, Health & Family Welfare, Consumer Affairs, Information & Broadcasting and a representative from the industry in Advertising Standards Authority of India (ASCI). Apart from this, the Ministry has also issued directions to States to set up District level and State level Monitoring Committees to regulate content telecast on cable TV channels.
Government encourages self-regulation in broadcasting industry. The following are the self-regulatory mechanisms established by industry bodies which deal with complaints about programmes and advertisements on TV channels:

(i) News Broadcasters Association (NBA) – a representative body of news and current affairs TV channels has set up News Broadcasting Standards Authority (NBSA), headed by retired Supreme Court / High Court judge, to consider complaints against or in respect of broadcasters relating to content of any news and current affairs telecast on TV channels.
(ii) Indian Broadcasting Foundation (IBF), which is a representative body of non-news & current affairs TV channels, has set up Broadcasting Content Complaints Council (BCCC) headed by retired Supreme Court / High Court judge to examine the complaints relating to content of television programmes.
(iii) Advertising Standards Council of India (ASCI), established in 1985, has set up Consumer Complaints Council (CCC) to consider complaints in respect of advertisements.
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